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A CBC RESEARCH REPORT

7

CBC ENGLISH-LANGUAGE RADIO:

THE SIZE AND COMPOSITION OF ITS AUDIENCE

1968-73



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PURPOSE

This report reviews the size and composition of CBC English-language radio audiences over the four-year period, November 1968 to November 1973.

SOURCE OF INFORMATION

The data contained in this report has been extracted from the survey reports of the BBM Bureau of Measurement (BBM). This organization conducts sample surveys to measure the size and composition of audiences to all radio and television stations in Canada. The surveys are conducted over a two-week period, using a personal diary technique.

BBM conducts two surveys a year (in November and March) when the audiences to all CBC stations are measured separately.¹ In a further two surveys (January and July), the audiences to those CBC radio stations located in major population centres are measured. In all four surveys, estimates of radio network audiences are produced.

In this report, we shall be dealing with two measures of audience size: weekly reach and average audience. Weekly reach describes the number of different listeners who tune to a station for five minutes or more during a one-week period. Average audience describes the number of listeners tuned to a station (or program) during the average quarter-hour of a specified longer time-period.

1. There is one exception to this among CBC English-language AM stations - CFGB Happy Valley, which is measured only in November.

It is important to remember that the BBM audience estimates are obtained from a sample survey operation using, in many cases, very small sample sizes. Fluctuations in audience estimates from survey to survey are to be anticipated simply as a function of the sampling process. In interpreting changes in the audiences reported by BBM, it is essential to distinguish between these random fluctuations and those that are both consistent over a number of surveys, and of sufficient size to reflect real change.

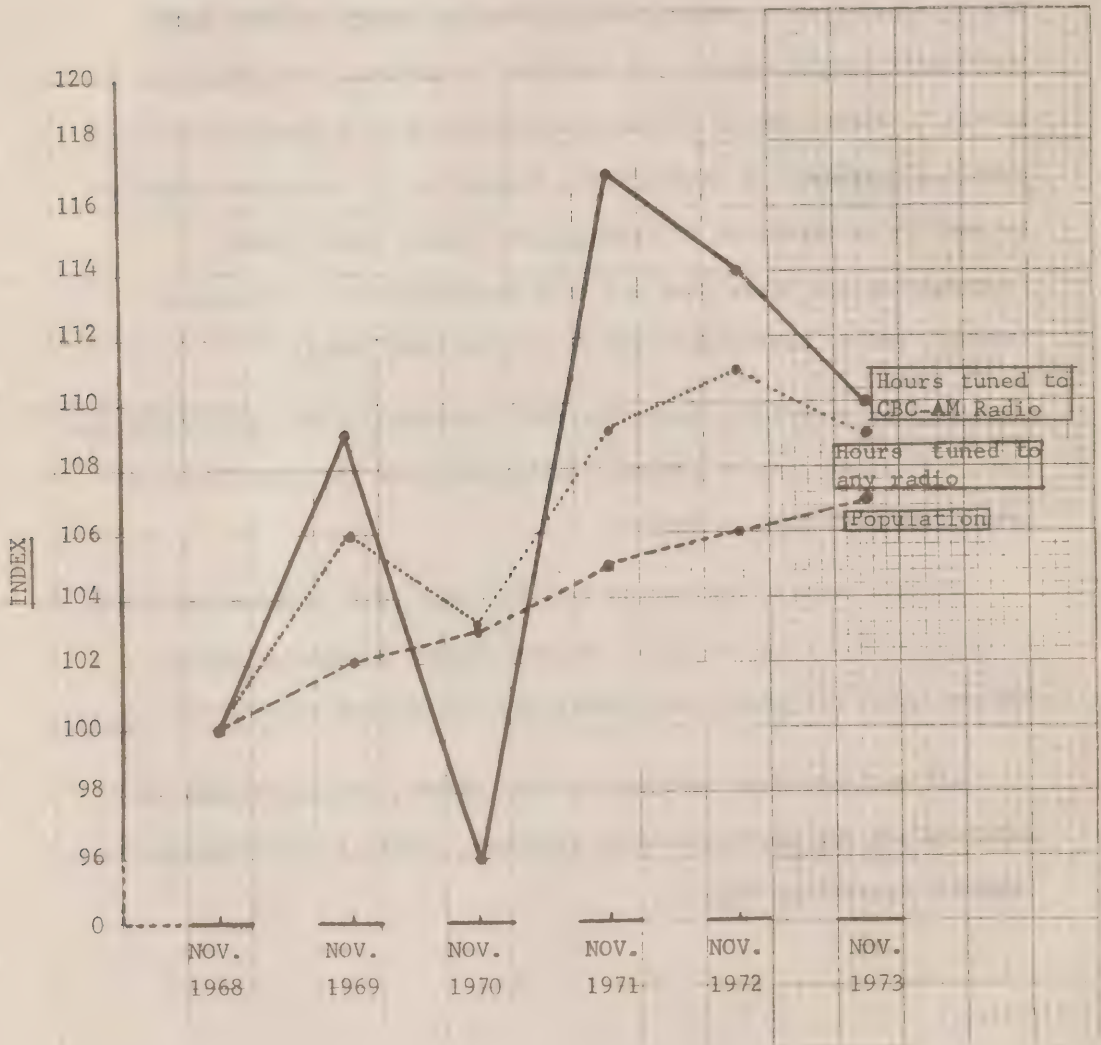
This is especially important when considering CBC radio audiences. These estimates are, in general, quite small and the sampling error associated with them is large.

In this report, the period from November 1968 to November 1973 is considered. Prior to this, the measurement technique used by BBM was quite different, not permitting unambiguous comparisons.

All audience data included in this report, for individual CBC stations and for combinations of stations, refers to CBC English-language operations only.

CHART 1

POPULATION, RADIO LISTENING AND CBC AM RADIO AUDIENCES
NOVEMBER 1968 - NOVEMBER 1973



Each Data-series is indexed to
the base figure at November 1968

Source: BBM surveys

OVERALL SUMMARY OF POPULATION GROWTH, GROWTH IN USAGE OF RADIO AND
GROWTH IN USAGE OF CBC AM RADIO

Chart 1 opposite, ~~plots~~ trends over the last six years in population, total tuning to radio, and total tuning to the CBC-AM radio stations as a whole. In each case the data series is indexed to November 1968 so that any differences between them may be easily seen. In general, population has been growing at about 1½% per year and usage of radio in general has at least been keeping up with this. Tuning to CBC-AM radio stations showed a large increase from November 1970 to November 1971, coincident with the introduction of many new radio programs. Radio usage in general has stayed quite constant since November 1971, but tuning to CBC AM radio has declined.

Appendix tables 1, 2 and 3 provide more detailed information on the extent of tuning to radio in general and the extent of tuning to the 20 CBC-AM radio stations.

CHART 2

WEEKLY REACH AND HOURS OF TUNING FOR CBC-AM RADIO STATIONS, BY SURVEY: NOVEMBER 1968-NOVEMBER 1973

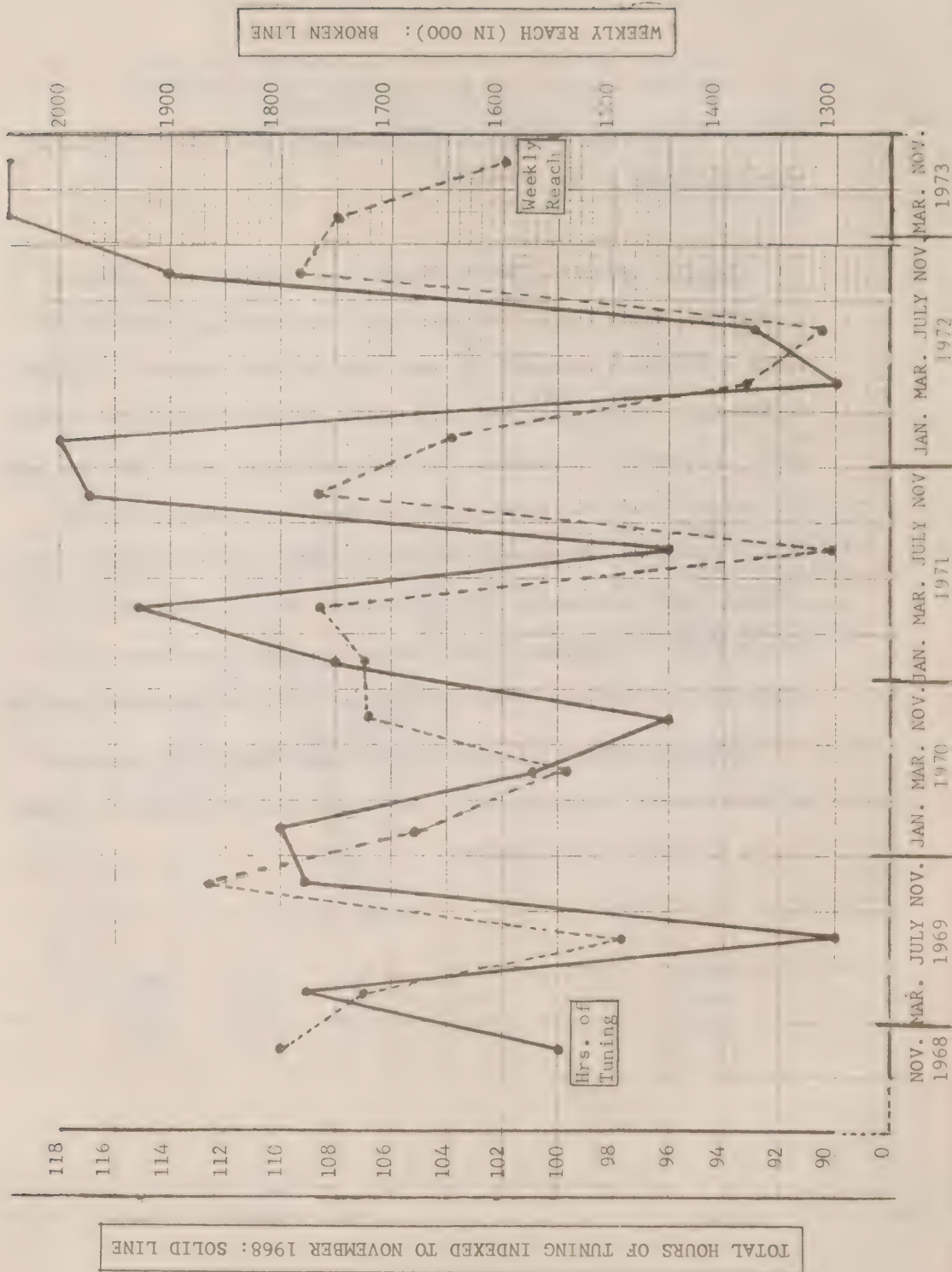


Chart 2 opposite provides information on the weekly reach and total hours of tuning to the 20 CBC owned and operated AM radio stations for each of the 15 BBM surveys from November 1968 to date. The solid line represents hours of tuning indexed to November 1968, and the broken line represents weekly reach - i.e. the total number of different people who tune at least once to one of the stations over the course of a week.

There is a marked seasonal effect with tuning in July being generally lower than in the other months surveyed. Apart from this, the most salient features are the increase in audiences (in November 1971 and January 1972) from earlier levels, the sharp decline in March 1972 coincident with the NABET strike and the recovery in November 1972, and another decline in the number of people tuning during the course of a week in November 1973. Despite this drop in "reach", the number of hours tuned in a week actually increased between November 1972 and November 1973. The implication is that fewer people are tuning to CBC AM, but those who do listen stay tuned for longer periods.

Further details are shown in Appendix Table 3.

CHART 3

PROFILES OF LISTENERS TO CBC 0 & 0 AM RADIO STATIONS

NOVEMBER 1969 - NOVEMBER 1972

	MEN							WOMEN				
	CBC LISTENERS						TOTAL*	CBC LISTENERS				*TOTAL
	NOV. 1969	NOV. 1970	NOV. 1971	NOV. 1972	NOV. 1973	NOV. 1972	NOV. 1972	NOV. 1969	NOV. 1970	NOV. 1971	NOV. 1972	NOV. 1973
<u>AGE</u>	%	%	%	%	%	%	%	%	%	%	%	%
18 - 24	10	13	14	13	9	20	9	9	12	9	9	8
25 - 34	17	19	16	18	20	21	16	16	15	15	17	17
35 - 49	31	28	30	31	31	28	27	27	26	29	27	28
50+	42	40	40	38	40	31	48	48	47	47	48	47
<u>OCCUPATION</u>												
Managerial/Professional	33	34	35	36	40	22	**	**	11	12	12	10
Clerk/Sales	10	8	9	8	8	9	27	27	9	12	12	10
Other	28	30	28	27	23	41	**	**	7	3	4	5
Farmer	9	8	9	8	8	8	-	-	-	-	-	-
Student	7	8	7	9	7	10	5	5	5	4	5	3
Retired	13	12	11	11	13	10	7	7	5	5	6	8
Housewife	-	-	-	-	-	-	61	61	63	64	62	63
<u>EDUCATION</u>												
None	2	3	2	1	2	2	2	2	2	1	1	1
Grade School	17	19	15	16	14	22	16	16	16	16	14	15
High School	48	46	48	44	43	53	57	57	62	56	58	54
University	33	32	34	39	41	23	25	25	21	27	26	30

* 'Total' indicates the 'profile' of listeners to any radio...figures for November 1973

are not yet available. Preliminary analysis has indicated little change from 1972.

** In November 1969, for women only: Managerial/Professional Clerk/Sales and "Other"

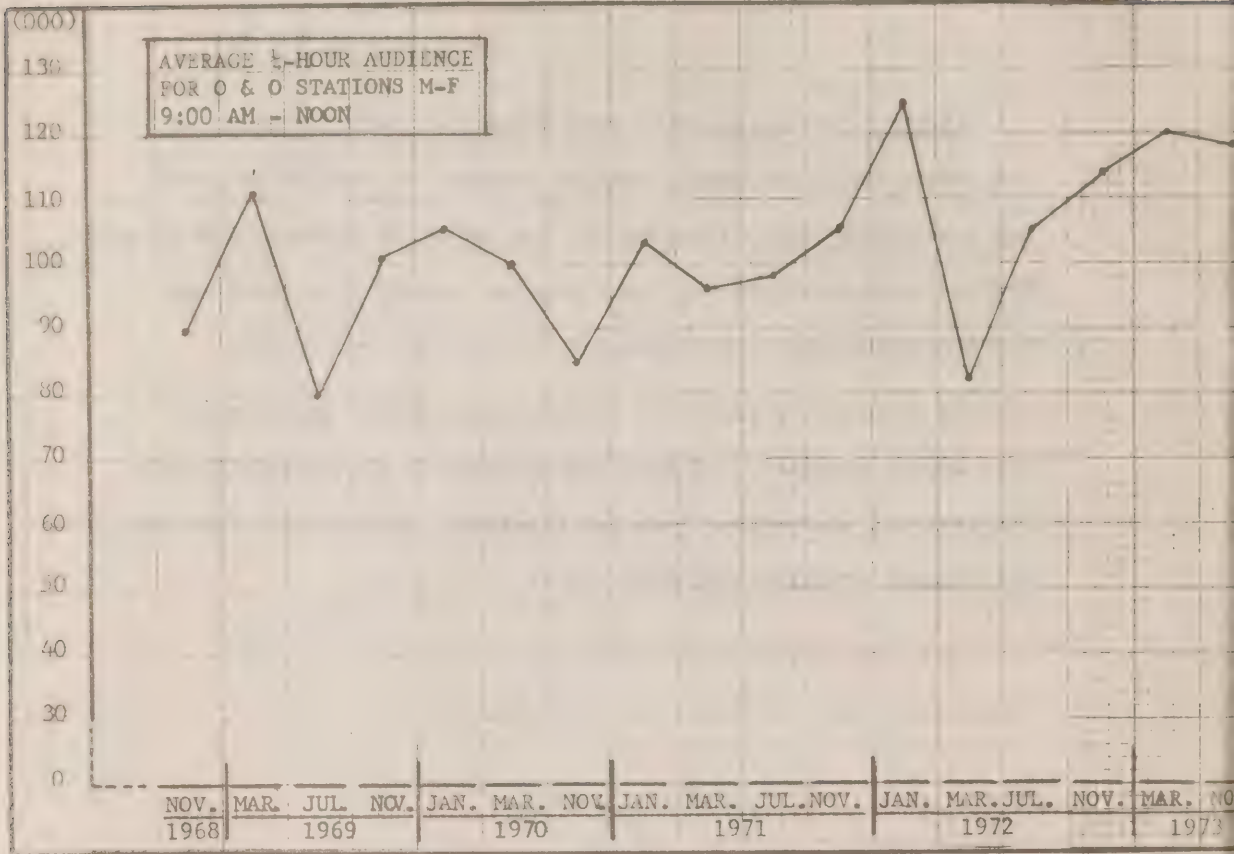
Source: BBM Surveys

Chart 3 on the opposite page shows the characteristics of the 'Adult Male' and 'Adult Female' audience to the 20 CBC owned and operated AM radio stations for the past five November BBM surveys. The characteristics of the population as a whole (listeners and non-listeners) are also shown.

As in previous years CBC Radio listeners tend to be older, more highly educated, and more concentrated in the managerial and professional occupations than the population as a whole. This has not changed over the past four years.

CHART 4

CBC AM RADIO NETWORK AUDIENCES: 9:00 AM - NOON, MON-FRI.
(O & O STATION BASIS)



NETWORK PROGRAM

	NOV. 1968 (000)	NOV. 1969 (000)	NOV. 1970 (000)	NOV. 1971 (000)	JAN. 1972 (000)	NOV. 1972 (000)	MAR. 1973 (000)	NOV. 1973 (000)
World at Eight	266*	336	305	363	311	352	332	29
World at Nine	165	183	142	174	187	191	194	18
Gerussi - I	127	114	93	-	-	-	-	-
Gerussi -II	n/a	35*	24*	-	-	-	-	-
Matinee - I	71	83	74	-	-	-	-	-
This Country	-	-	-	102	122	109	115	11

* Not carried on all stations

Source: BBM Surveys

AUDIENCES TO THE 20 CBC OWNED AND OPERATED AM RADIO STATIONS DURING
NETWORK TIME PERIODS.

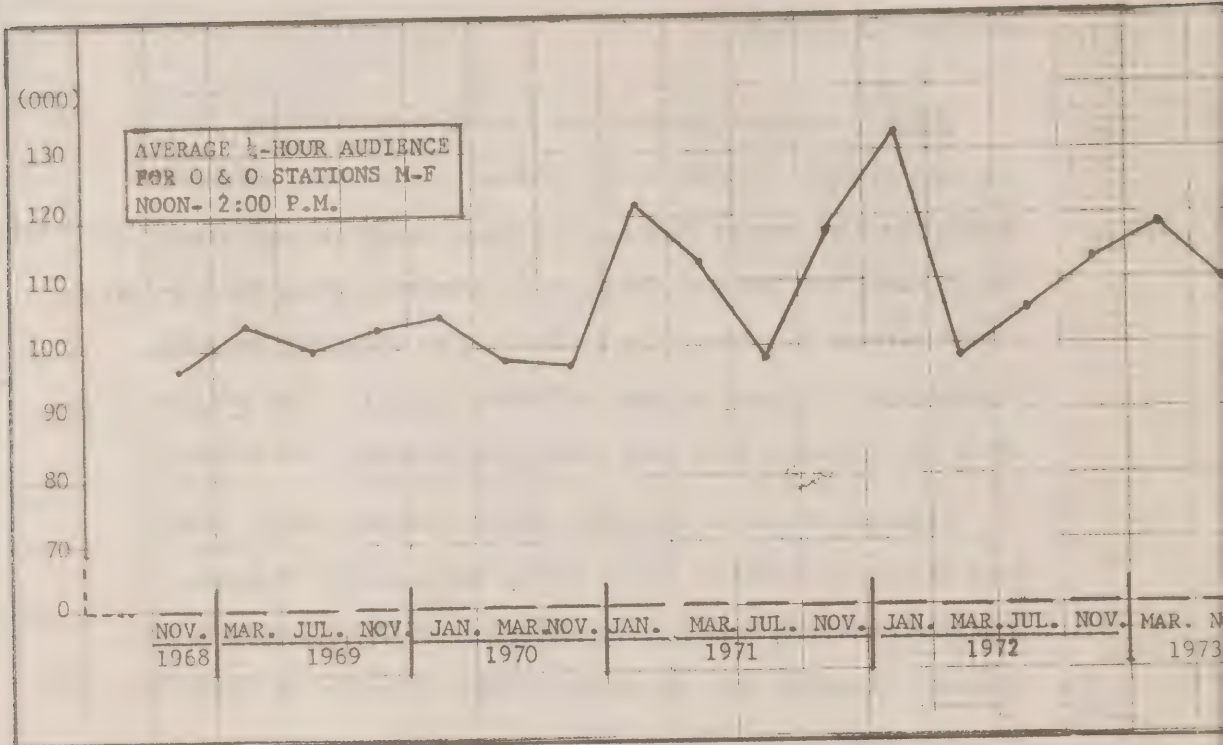
Chart 4 opposite provides two pieces of information. In the top half it shows a graph of the average quarter-hour audience during the time period 9:00 a.m. to Noon, Monday through Friday, on the 20 owned and operated CBC-AM radio stations. Data for the last 17 BBM surveys is given. The bottom half of the chart provides information on network program audiences for all of the programs which have occupied this time block from November 1968 to date.

Audience trends in this time period have been fairly stable over the past few years, except for an indication of increases in audience coincident with the introduction of "This Country in the Morning" (November 1971 and January 1972), a decline in audiences with the NABET strike (March 1972) and an increase to previous levels since November 1972.

(ALSO SEE APPENDIX TABLE 4)

CHART 5

CBC RADIO NETWORK AUDIENCES: NOON - 2:00 P.M. MON-FRI
(O & O STATION BASIS)



NETWORK PROGRAM	NOV. 1968 (000)	NOV. 1969 (000)	NOV. 1970 (000)	NOV. 1971 (000)	JAN. 1972 (000)	NOV. 1972 (000)	MAR. 1973 (000)	NOV. 1973 (000)
Radio Noon (Noon- 1:00)	124	140	126	155	165	147	151	**
1:00 News	n/a	117	72*	85*	109*	76*	78*	-
Afternoon (1:15- 2:00)	n/a	58	50	-	-	-	-	**
Radio Noon (1:15- 2:00)	-	-	-	72	86	87	75	75
Radio Noon (Noon-2:00)**	-	105	93	119	131	116	118	109

* Not carried on all stations.

** Average 1/2-hr. for Radio Noon only: Noon-2:00 p.m.

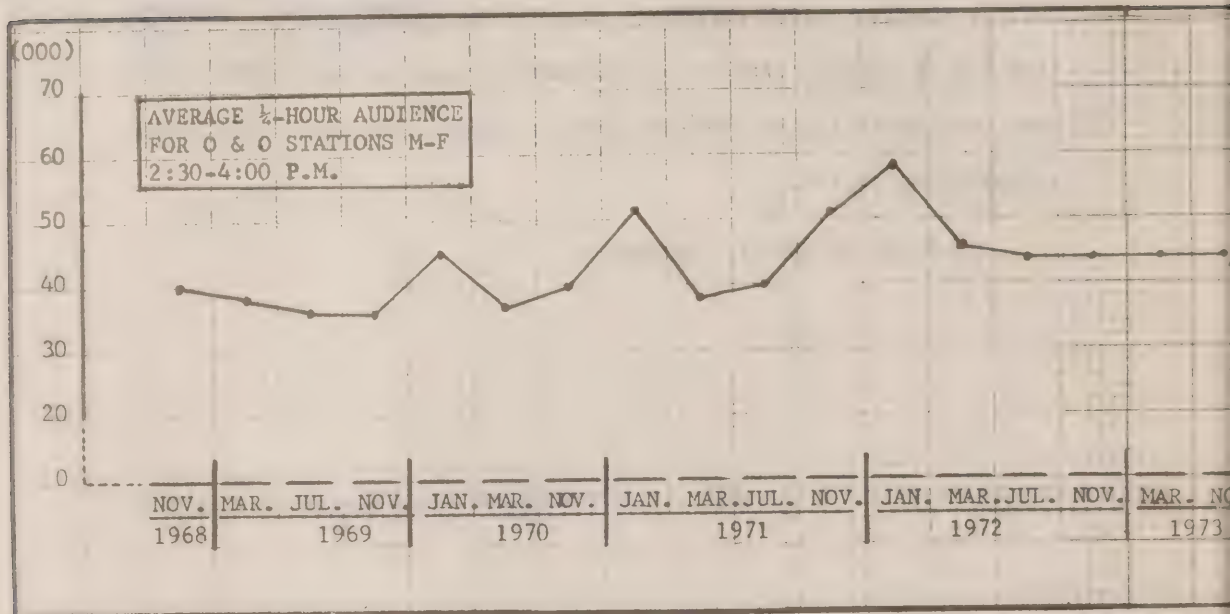
Source: BBM Sur

Chart 5 provides data equivalent to Chart 4 but in this case it is for the time period Monday-through Friday, Noon to 2:00 p.m. This is the time block currently occupied by "Radio Noon". Abstracting from the short term effects of the NABET strike in March 1972, it is ~~clear~~ that there is, in the long term, a slight increase in audiences in this time period.

(ALSO SEE APPENDIX: TABLE 4)

CHART 6

CBC RADIO NETWORK AUDIENCES: 2:30-4:00 P.M. MON-FRI
(O & O STATION BASIS)



NETWORK PROGRAM	NOV. 1968 (000)	NOV. 1969 (000)	NOV. 1970 (000)	NOV. 1971 (000)	JAN. 1972 (000)	NOV. 1972 (000)	MAR. 1973 (000)	NOV. 1973 (000)
Matinee II (2:30-3:00)	40	35	37	-	-	-	-	-
Afternoon Music (3-4:00)	29*	24*	24*	-	-	-	-	-
Max Ferguson (2:30-3:00)	-	-	-	36	44	45	40	-
Max Ferguson (3:00-4:00)	-	-	-	39*	48*	-	-	-
Bob Kerr (3:00-4:00)	-	-	-	-	-	52	51	-
Max Ferguson (3:30-4:00)	-	-	-	-	-	-	-	50
Bob Kerr (2:30-3:30)	-	-	-	-	-	-	-	42*

* Not carried on all stations

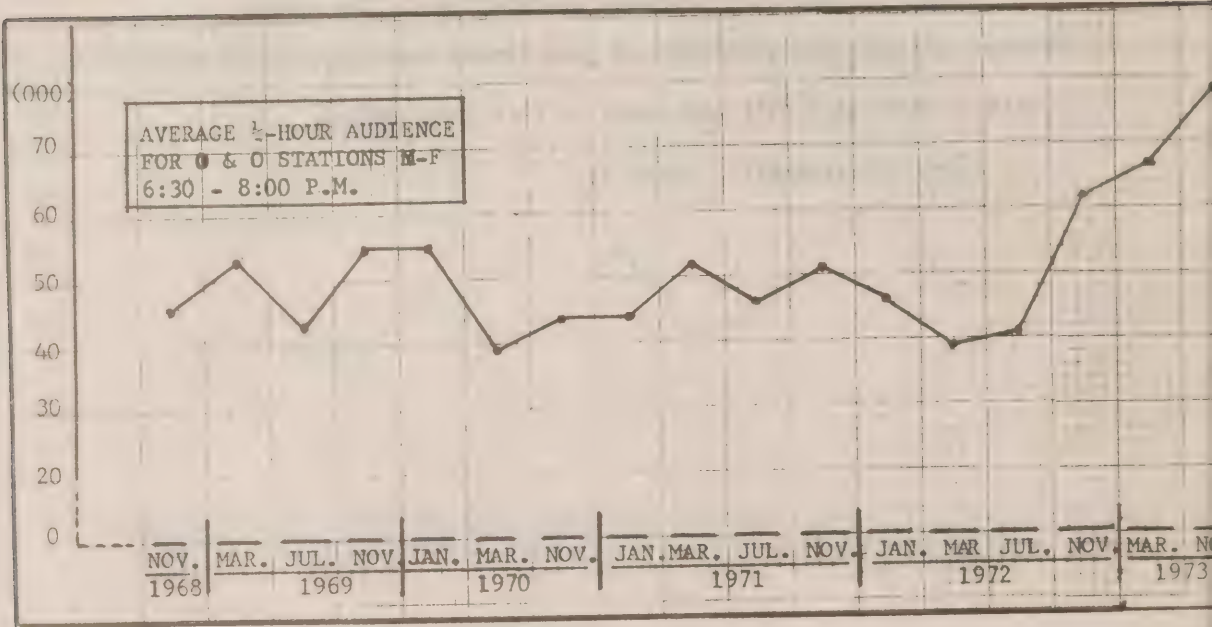
Source: BBM Surveys

Chart 6, opposite, provides information on the period Monday through Friday, 2:30- 4:00 p.m. There has been very little change in audiences over the years in this time period.

(ALSO SEE APPENDIX: TABLE 4)

CHART 7

CBC RADIO NETWORK AUDIENCES: 6:30-8:00 P.M. MON-FRI
(O & O STATION BASIS)



NETWORK PROGRAM	NOV.	JAN.	NOV.	MAR.	NOV.
	1971	1972	1972	1973	1973
	(000)	(000)	(000)	(000)	(000)
As It Happens	51	48	60	67	78

Chart 7, opposite, provides data on the 6:30 p.m. to 8:00 p.m. Monday through Friday time period. This time block is currently occupied by "As It Happens". There was a temporary decline in audiences following the strike, but there are indications of a trend toward larger audiences over the past year. (Also see Appendix: TABLE 4).

Charts 8 and 9 overleaf provide data on the audiences to the major network programs scheduled on Saturdays and Sundays. As before, the most surprising thing about these figures is the absence of surprises. The early Saturday morning program, "The Scene", which was scheduled in November 1971 and January 1972, attracted significantly higher audiences than its predecessor, "ACTION SET". The program "This Country in the Morning" is now scheduled in this time period and audiences have dropped slightly.

On Sunday morning the information block ("Sunday Magazine" and "Sunday Supplement") continues to attract sizeable audiences. "Gilmour's Albums", which is now scheduled from 11:00 a.m. until Noon, continues to attract significantly larger audiences than its predecessor, the "Vancouver Chamber Orchestra".

Audiences for "Hockey Night in Canada" are showing a decline.

CHART 8

AUDIENCES TO CBC RADIO NETWORK PROGRAMS

(0 & 0 STATION BASIS)

	NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	JAN. 1972	NOV. 1972	MAR. 1973	NOV. 1973
	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
<u>SATURDAY MORNING</u>								
Action Set - I	77	86	61	-	-	-	-	-
Action Set - II	62	77	59	-	-	-	-	-
The Scene - I	-	-	-	99	131	-	-	-
The Scene - II	-	-	-	90	110	-	-	-
This Country in Morning	-	-	-	-	-	75	101	88
<u>SATURDAY NOON</u>								
Sound of Britain - I (12:15-1:00)	89	113	76	-	-	-	-	-
Sound of Britain - II (1:15-2:00)	97	88	65	-	-	-	-	-
Our Native Land (12:15-1:00)	-	-	-	89	70	76	98	86
Identities (1:00-1:30)	-	-	-	91*	46	-	-	-
Dr. Bundola (1:00-1:30)	-	-	-	-	-	74*	70*	-
Family Favourites (1:30-2:00)	-	-	-	90	49	54	85	-
<u>SATURDAY AFTERNOON</u>								
Opera Time (2:00-6:00)	41	43	15*	58*	79	-	-	-
Opera Time (2:00-4:00)	-	-	-	-	-	41	-	-
The Scene - I (4:00-5:00)	-	-	-	-	-	32	-	-
The Scene - II (5:00-6:00)	-	-	-	-	-	41	-	-
Sorry, Read Again (4:00-4:30)	-	-	-	-	-	-	-	38
Jazz Canadianna (4:30-5:00)	-	-	-	-	-	-	-	39
Showcase 73 (2-3:00)	-	-	-	-	-	-	43	-
Showcase 73 (5-6:00)	-	-	-	-	-	-	-	39

* Not carried on all stations

Source: BBM Surveys

CHART 9

AUDIENCES TO CBC RADIO NETWORK PROGRAMS

(0 & 0 Station Basis)

	NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	JAN. 1972	NOV. 1972	MAR. 1973	NOV. 1973
	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
<u>SUNDAY MORNING</u>								
oice of Pioneer	81*	137*	123*	123*	108*	108*	147*	-
ardener	104*	160	139	165	170	144	166*	-
ighbourly News	110*	157	142	130	172	146	168*	36*
unday Magazine	180	173	168	212	249	195	208	196
unday Supplement	109*	95*	91*	136*	151*	121*	142*	132*
ancouver Chamber Orch.	78*	55*	65	-	-	-	-	-
ilmour's Albums	-	-	-	116	124	134	141	116
ongs of Faith	94*	-	-	-	-	-	-	-
ontinental Rhapsody	77*	-	-	-	-	-	-	-
apital Reports	-	80	89	137	117	141	145	104
<u>OTHER SUNDAY</u>								
ross Country Check-up	n/a	n/a	42	63	65	69	81	43*
ockey Night in Canada	142	141	154	127	100	89	134	71
ish and Salon	-	-	-	-	-	-	-	22
ancouver Chamber Orch.	-	-	-	-	-	-	-	28*
ntertainers**	-	-	-	-	-	-	-	39

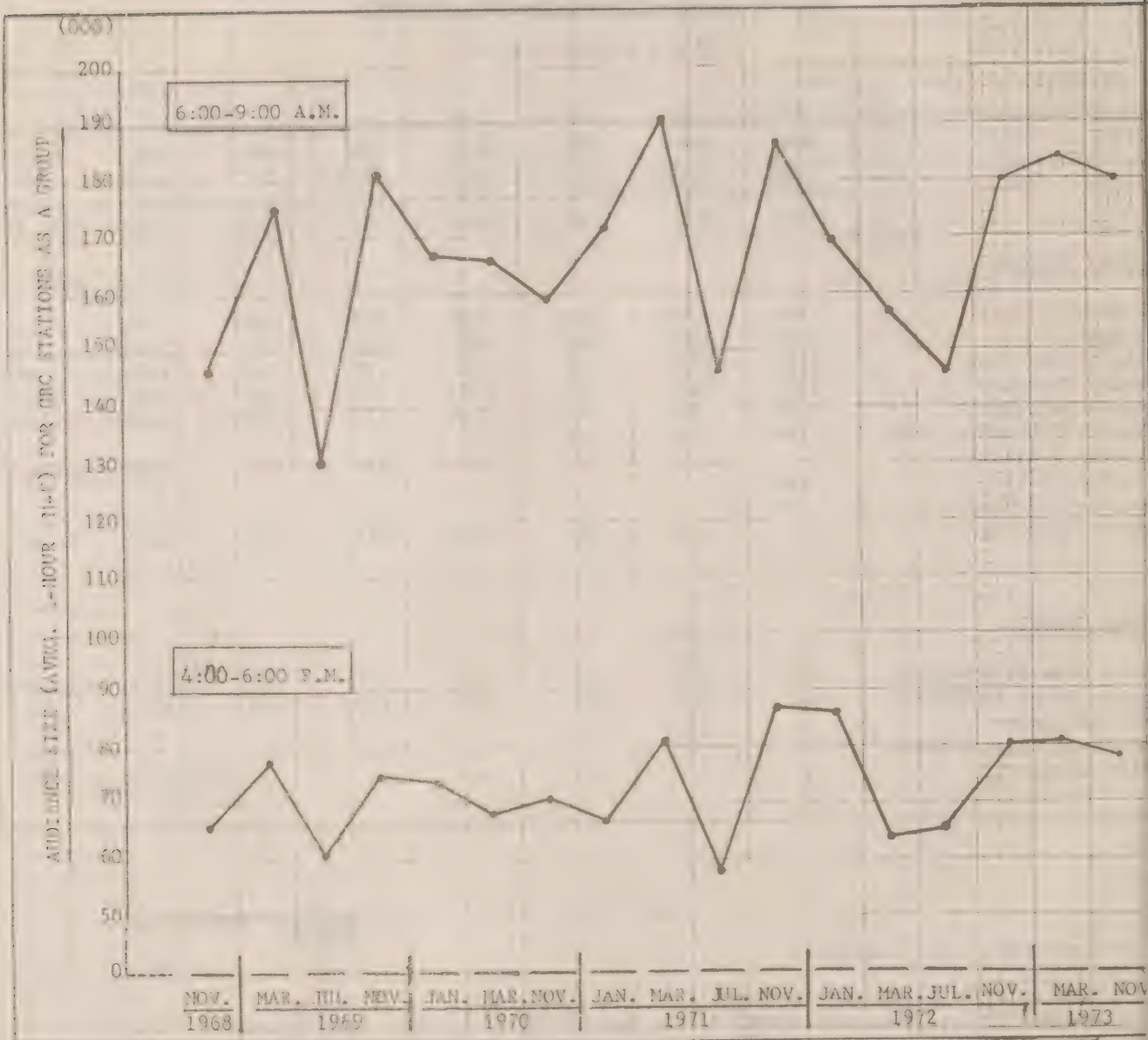
Source: BBM Surveys

Not carried on all stations.

"Entertainers" carried Friday 8:00-10:00 p.m. previously:
audiences (0 & 0) were Mar. 1973, 37000; Nov. 1972, 3400; Jan. 1972, 35000.

CHART 10

CBC RADIO AUDIENCES IN LOCAL WEEKDAY (M-F) PERIODS
NOVEMBER 1968-NOVEMBER 1972



Source: BBM Surveys

AUDIENCES FOR CBC OWNED AND OPERATED AM RADIO STATIONS IN LOCAL PROGRAMMING
TIME PERIODS

Chart 10, opposite, shows audience trends in the weekday local programming time periods for the 20 CBC AM radio stations taken as a group. Data for the 6:00-9:00 a.m. time block is given at the top of the graph. Data at the bottom of the graph is for the other local weekday time period, Monday through Friday, 4:00-6:00 p.m. In each case, audiences appear to have recovered from the effects of the NABET strike. (Also see Appendix: TABLE 4).

Chart 11, overleaf, provides separate information for each of the CBC owned and operated radio stations in the early morning period.

Chart 12 provides separate information on the stations in the Monday through Friday, 4:00-6:00 p.m. period.

AUDIENCE TO CBC-AM RADIO STATIONS, M-F, 6:00-9:00 A.M.

AVERAGE ½-HOUR AUDIENCE (In Hundreds)

NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	JAN. 1972	MAR. 1972	JUL. 1972	NOV. 1972	JAN. 1973	MAR. 1973	NOV. 1973
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CBN	26	44	48	41	*	49	*	52	*	48	50
CBG	19	6	6	6	*	4	*	6	*	4	4
CBT	5	7	10	8	*	6	*	8	*	5	8
CBY	35	54	35	39	*	18	*	25	*	23	22
CFGB	*	*	*	32	*	*	*	36	*	-	15

CBH	36	30	55	83	57	71	69	77	66	85	87
CBI	10	15	18	21	*	19	*	18	*	20	20
CBA	63	45	28	38	*	47	*	40	*	29	33
CBZ	14	19	16	20	*	16	*	22	*	29	21
CBD	20	9	26	25	*	25	*	22	*	15	19

CBM	82	194	89	172	148	90	139	140	58	155	162
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CBQ	82	102	70	134	113	202	82	124	146	136	153
CBL	435	529	478	504	462	307	460	431	462	412	418
CBE	25	38	40	41	*	47	*	79	*	45	51

CBW	112	149	195	154	199	144	151	203	169	259	195
CBK	93	92	86	106	78	97	113	85	97	108	98
CBX	89	114	58	86	84	66	82	86	78	107	92
CBR	55	55	48	48	55	61	35	57	64	66	67

CBU	270	290	236	272	185	261	203	265	265	232	254
CFPR	19	27	33	23	*	20	*	22	*	29	32

* Not surveyed

Source: BBM Surveys

Note: CBQ Thunder Bay will not be reported until March 1974.

CHART 12

AUDIENCE TO CBC-AM RADIO STATIONS, MON-FRI, 4:00-6:00 P.M.

AVERAGE ½-HOUR AUDIENCE (In Hundreds)

NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	JAN. 1972	MAR. 1972	JUL. 1972	NOV. 1972	JAN. 1973	MAR. 1973	NOV. 1973
--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------

CBN	25	34	22	24	*	18	*	32	*	32	27
CBG	1	1	2	1	*	1	*	3	*	1	1
CBT	9	4	7	8	*	13	*	8	*	2	8
CBY	29	38	23	34	*	22	*	15	*	17	21
CFGB	*	*	*	22	*	*	*	12	*	*	3

CBH	32	12	5	21	18	9	15	30	2	23	28
CBI	26	31	15	12	*	8	*	15	*	7	9
CBA	29	18	20	16	*	16	*	16	*	15	14
CBZ	10	5	5	10	*	7	*	10	*	5	7
CBD	6	4	11	8	*	14	*	9	*	7	7

CBM	41	84	34	72	78	47	103	58	34	66	70
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CBO	36	40	43	94	60	86	23	52	60	56	73
CBL	136	191	234	283	316	125	182	200	222	188	211
CBE	32	9	13	12	*	15	*	39	*	30	24

CBW	54	71	40	59	60	49	78	70	58	124	83
CBK	33	30	36	40	34	37	48	43	55	37	34
CBX	26	64	34	30	36	38	26	28	52	52	39
CBR	16	20	31	14	26	22	14	27	21	27	22

CBU	111	97	95	104	85	119	99	119	174	99	105
CFPR	19	19	22	21	*	7	*	12	*	10	8

* Not surveyed

Source: BBM Surveys

CHART 13

CBC O & O AM RADIO STATIONS

WEEKLY REACH (In thousands)

NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	JAN. 1972	MAR. 1972	NOV. 1972	JAN. 1973	MAR. 1973	NOV. 1973
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CBN	50	64	79	69	*	59	63	*	68	60
CBG	10	5	6	4	*	3	9	*	4	5
CBT	16	16	12	13	*	14	11	*	6	10
CBY	34	43	33	31	*	16	25	*	26	23
CFGB	*	*	*	17	*	*	16	*	*	8

CBH	50	47	50	51	45	46	54	55	63	60
CBI	16	16	12	13	*	14	11	*	32	31
CBA	80	62	47	47	*	38	48	*	47	43
CBZ	18	17	15	16	*	13	17	*	18	16
CBD	22	18	24	25	*	22	25	*	17	18

CBM	201	215	155	202	156	137	157	128	217	149
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CBO	88	89	94	106	109	98	106	05	112	110
CBL	504	521	483	465	450	354	444	452	442	410
CBE	25	33	35	40	*	33	42	*	43	31

CBW	123	141	143	161	124	115	214	133	163	148
CBK	113	118	120	122	109	97	109	101	115	109
CBX	99	124	105	87	97	83	102	108	100	85
CBR	58	63	61	48	60	55	69	75	66	64

CBU	253	246	209	212	216	191	220	243	197	212
CFPR	19	21	22	20	*	32	37	*	15	16

* Not surveyed

Source: BBM Surveys

WEEKLY REACH OF INDIVIDUAL STATIONS

Chart 13, on the opposite page, provides information on the weekly reach of each CBC owned and operated AM radio station for each November BBM survey from 1968 to date, together with data on the January and March 1972 and 1973 surveys. Weekly reach defines the number of different people who tune to a station at least once during the course of the survey week.

Further information on these individual station audiences may be found in Appendix Tables 5, 6 and 7.

CHART 14

LISTENING TO FIVE CBC O & O FM RADIO STATIONS, 1968-1973

	<u>Weekly Reach</u> (000)	<u>Hours of Tuning</u> (Index)
NOVEMBER 1968	133	100
NOVEMBER 1969	210	188
NOVEMBER 1970	183	151
NOVEMBER 1971	261	263
NOVEMBER 1972	245	297
NOVEMBER 1973	226	215

Source: BBM Surveys

USAGE OF THE FIVE CBC 0 & 0 FM STATIONS 1968-1973

Chart 14, opposite, provides information on the weekly reach and total hours of tuning for the five CBC 0 & 0 FM stations for each November BBM survey from 1968 to 1973. (The hours of tuning in each year is indexed to November 1968). An upward trend in audiences has reversed since November 1971, and the hours of tuning have declined since November 1972.

Information on the weekly reach and hours of tuning of the individual CBC-FM stations may be found in Chart 15, overleaf. CBM-FM audiences have shown the greatest decline over the past few years. CBO-FM shows little change, CBL-FM has had a slightly improved audience situation. CBW-FM and CBU-FM have shown no signs of an upward or downward audience trend.

Chart 16 shows CBC-FM hours of tuning as a percent of tuning to any radio within the central area of each of the five CBC-FM markets.

CHART 15

CBC O & O FM RADIO STATIONS
WEEKLY REACH AND TOTAL HOURS

	NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	NOV. 1972	NOV. 1973
<u>REACH</u> (000)						
CBM-FM	24.2	62.0	42.7	82.5	69.7	42.6
CBO-FM	18.0	33.3	41.1	46.3	36.2	40.0
CBL-FM	58.1	66.0	71.8	83.0	89.6	95.3
CBW-FM	7.6	17.9	12.7	14.9	14.5	23.2
CBU-FM	24.6	30.4	14.8	34.6	35.2	25.2
TOTAL	(132.5)	(209.6)	(183.1)	(261.3)	(245.2)	(226.3)
<u>TOTAL HOURS</u> *						
CBM-FM	100	259	164	677	663	241
CBO-FM	100	112	256	286	247	235
CBL-FM	100	120	105	160	218	190
CBW-FM	100	813	283	350	390	375
CBU-FM	100	234	117	224	327	217
TOTAL	(100)	(187)	(151)	(263)	(297)	(215)

* Indexed to November 1968 (=100)

CHART 16

FM TUNING BY MARKET - ALL PERSONS - 1968-1973

FM AS PER CENT OF TOTAL RADIO HOURS TUNED						
	NOV. 1968	NOV. 1969	NOV. 1970	NOV. 1971	NOV. 1972	NOV. 1973
	%	%	%	%	%	%
MONTREAL	18	22	22	25	29	31
OTTAWA	10	18	22	20	23	24
TORONTO	13	17	17	16*	24	26
WINNIPEG	5	9	7	8	8	14
VANCOUVER	5	7	8	13	13	13

Source: BBM Surveys

* CKFM transmitter problems/Commerce Court

CHART 17

CHARACTERISTICS OF LISTENERS TO CBC O & O FM RADIO STATIONS (5)
AND AM RADIO STATIONS (21) COMPARED
(November 1972 and November 1973)

	MEN				WOMEN			
	CBC FM Listeners Nov. 1972		CBC AM Listeners Nov. 1972		CBC FM Listeners Nov. 1972		CBC AM Listeners Nov. 1972	
	%	%	%	%	%	%	%	%
AGE:								
18-24	18	11	13	9	10	13	9	8
25-34	23	31	18	20	25	18	17	17
35-49	28	30	31	31	29	25	27	28
50-64	21	19	38	40	22	30	48	47
65+	11	9			13	13		
OCCUPATION								
Managerial/Professional	44	58	36	40	23	18	12	10
Clerical Sales	8	5	8	8	10	10	12	10
Farmer/Farm Worker	-	2	8	8	*	*	-	-
Student	20	8	9	7	9	11	5	3
Retired	10	10	11	13	2	10	6	8
Housewife	-	-		-	52	45	62	63
Other (Blue Collar, etc.)	18	17	27	23	4	6	4	5
EDUCATION								
None	-	-	1	2	-	1	1	1
Grade School	5	4	16	14	7	8	14	15
High School	23	35	44	43	37	53	58	54
University	71	61	39	41	56	38	26	30
TOTAL	100	100	100	100	100	100	100	100

* Less than 0.5 per cent.

Source: BBM Special
Tabulations

Finally, Chart 17 shows the characteristics of CBC-FM listeners, compared to CBC-AM listeners, during November 1972 and November 1973 in the five CBC-FM areas.

CBC-FM audiences tend to be somewhat younger and more highly educated than AM listeners. There are some indications, however, that the educational level of the CBC-FM audiences are at a slightly lower level in 1973 than in 1972.

APPENDIX TABLES

USAGE OF RADIO (ALL CANADA)

TABLE 1

NOVEMBER 1968 - MARCH 1973

SURVEY	All Persons 2+		Adults 18+	
	Average Daily Reach	Average Hours Tuned	Average Daily Reach	Average Hours Tuned
	%		%	
November 1968	58	3.0	72	3.3
March 1969	58	3.1	72	3.4
July "	53	3.4	67	3.5
November "	60	3.0	75	3.3
January 1970	58	2.9	73	3.2
March "	57	3.0	72	3.2
November "	59	3.0	73	3.2
January 1971	58	3.0	71	3.2
March "	60	3.0	73	3.3
July "	57	3.1	72	3.2
November "	61	3.0	75	3.2
January 1972	60	2.9	73	3.2
March "	59	3.0	72	3.2
July "	56	3.2	70	3.4
November "	62	3.0	75	3.3
January 1973	59	2.9	72	3.2
March "	60	3.0	73	3.2
July "	55	3.1	69	3.3
November "	61	2.9	74	2.2

Source: BBM

TOTAL HOURS TUNED TO RADIO (ALL CANADA)

NOVEMBER 1968 - MARCH 1973

(Monday-Sunday)

SURVEY	ALL PERSONS 2+		ADULTS 18+	
	Number of Hours Tuned (000)	Index of Tuning*	Number of Hours Tuned (000)	Index of Tuning*
November 1968	249,033	100	214,958	100
March 1969	253,421	102	219,726	102
July "	251,278	101	210,765	98
November "	263,967	106	229,751	107
January 1970	246,419	99	215,386	100
March "	244,012	98	213,879	100
November "	256,289	103	222,872	104
January 1971	249,257	100	218,562	102
March "	263,532	106	230,579	107
July "	261,904	105	223,658	104
November "	270,307	109	238,662	111
January 1972	258,320	104	228,745	106
March "	259,334	104	229,541	107
July "	268,741	108	232,314	108
November "	277,018	111	243,796	113
January 1973	257,831	104	227,541	106
March "	264,713	106	233,246	109
November "	270,243	109	239,305	111

* Number of hours tuned in November 1968=100

Source: BBM

TUNING TO CBC-AM RADIO STATIONS (GROUP)

NOVEMBER 1968 - MARCH 1973

(Monday - Sunday)

SURVEY	ALL PERSONS 2+			
	Weekly Reach	Average Audience	Hours Tuned	Index of Hours Tuned*
	(000)	(000)	(000)	%
November 1968	1801	71	9,470	100
March 1969	1723	78	10,361	109
July "	1494	64	8,565	90
November "	1869	77	10,294	109
January 1970	1685	78	10,387	110
March "	1545	72	9,576	101
November "	1717	68	9,044	96
January 1971	1725	77	10,208	108
March "	1762	82	10,919	115
July "	1301	68	9,044	96
November "	1760	83	11,039	117
January 1972	1648	84	11,159	118
March "	1388	64	8,552	90
July "	1312	64	8,827	93
November "	1782	82	10,840	114
January 1973	N/A	N/A	N/A	N/A
March "	1755	86	11,424	121
November	1601	78	10,439	110

* Number of hours tuned in November 1968 = 100

Source: BBM

TUNING TO CBC AM RADIO STATIONS (GROUP) BY TIME PERIOD

NOVEMBER 1968 - NOVEMBER 1973

(Monday - Friday)

TIME	ALL PERSONS						AVERAGE 1/4-HOUR AUDIENCE (In Thousands)						Full Coverage Area			
	1968		1969		1970		1971		1972		1973					
	NOV.	MAR.	NOV.	MAR.	JAN.	MAR.	NOV.	MAR.	JAN.	MAR.	NOV.	MAR.	JAN.	MAR.	NOV.	
6:00 - 9:00 AM	147	170	181	167	166	159	172	190	169	157	179	183	N/A	183	180	
9:00 - NOON	90	111	101	106	100	85	103	96	124	82	113	120		120	118	
NOON - 2:00 PM	97	104	101	103	98	97	122	113	133	98	113	119		119	110	
2:30 - 4:00 PM	40	38	36	45	37	40	51	39	58	46	44	43		43	44	
4:00 - 6:00 PM	66	77	75	74	68	71	67	81	86	64	79	81		81	78	
6:00 - 6:30 PM	149	161	154	143	131	133	N/A	148	N/A	107	141	147		147	144	
6:30 - 8:00 PM	46	53	55	55	39	44	44	52	49	39	61	68		68	78	
8:00 - 10:00 PM	29	31	31	27	24	23	26	36	27	20	31	29		29	25	

Weekly Reach (Mon. - Sun.)	1801	1723	1869	1685	1545	1717	1725	1762	1760	1648	1388	1780		1755	1601	
Average 1/4-hr. Aud. (Mon.-Sun.)	71	78	77	78	72	68	77	82	83	84	64	82		86	78	

N/A - Not Available

Source: BBM

WEEKLY REACH (SIGN-ON TO SIGN-OFF, MONDAY THROUGH SUNDAY) FOR CBC AM RADIO STATIONS

NOVEMBER 1968 - NOVEMBER 1973

Stations	WEEKLY REACH (in thousands) ALL PERSONS, FULL COVERAGE AREA													
	1968		1969		1970		1971		1972		1973		1974	
	NOV.	MAR.	MAR.	NOV.	JAN.	MAR.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	NOV.
CBH	50	39	47	48	45	50	35	53	51	45	46	54	55	60
CBM	201	171	215	175	163	155	210	200	202	156	137	157	128	149
CBO	88	102	89	91	81	94	104	80	106	109	98	106	95	110
CBL	504	452	521	462	374	473	493	509	465	450	317	444	452	410
CBW	123	126	141	158	149	143	157	174	161	124	115	214	133	148
CBK	113	122	118	115	114	120	126	109	122	109	97	109	101	109
CBX	99	103	124	95	96	105	84	89	87	97	83	102	108	85
CBR	58	64	63	65	69	61	63	61	48	60	55	69	75	64
CBU	253	218	246	204	204	209	206	213	212	216	191	220	243	212
CBN	50	51	64	-	49	79	-	52	69	-	59	63	-	60
CBG	10	9	5	-	4	6	-	5	4	-	3	9	-	5
CBT	16	12	16	-	10	12	-	18	13	-	14	11	-	10
CBY	34	43	43	-	32	33	-	30	31	-	16	25	-	26
CBI	40	48	46	-	30	32	-	29	28	-	25	37	-	31
CBA	80	80	62	-	56	47	-	53	47	-	38	48	-	43
CBZ	18	20	17	-	14	15	-	12	16	-	13	17	-	16
CBD	22	25	18	-	23	24	-	27	25	-	22	25	-	18
CBE	25	34	33	-	29	35	-	31	40	-	33	42	-	31
CFPR	19	19	21	-	18	22	-	23	20	-	32	37	-	16
CFGB	-	-	-	-	-	-	-	-	17	-	-	16	-	8

TOTAL CBC STATIONS - WEEKLY REACH (In Thousands)

	1801	1723	1869	1685*	1545	1717	1725*	1762	1760	1648*	1388	1782	-	1755	1601
TOTAL															

*Includes all CBC stations

Source: BBM

AVERAGE QUARTER-HOUR AUDIENCE (SIGN-ON TO SIGN-OFF, MONDAY THROUGH SUNDAY) TO CBC AM RADIO STATIONS

AVERAGE 1/4-HOUR AUDIENCE (in hundreds) ALL PERSONS, FULL COVERAGE AREA															
Stations	1968		1969		1970		1971		1972			1973		1974	
	NOV.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.
CBH	23	15	14	17	18	17	14	27	25	22	20	30	25	32	30
CBM	46	51	93	59	81	39	110	80	83	84	54	70	49	92	71
CBO	36	52	37	50	35	30	27	41	58	54	70	49	53	64	71
CBL	192	221	216	203	176	189	265	234	243	269	136	219	220	215	194
CBW	53	61	60	101	68	65	76	93	65	71	51	85	61	93	79
CBK	47	49	49	52	46	44	50	52	50	43	47	46	54	54	48
CBX	37	47	48	42	39	36	29	32	38	36	31	38	43	48	37
CBR	23	24	25	24	32	24	21	29	21	25	22	26	31	32	30
CBU	117	101	107	91	100	98	106	103	113	87	100	112	113	85	97
CBN	17	22	19		13	20		18	22		16	22		20	21
CBG	4	5	1		1	2		2	1		1	3		1	2
CBT	4	2	4		5	4		6	3		4	4		2	3
CBY	21	30	24		29	16		18	19		8	10		11	16
CBI	12	17	13		11	10		11	10		9	12		10	12
CBA	35	27	25		21	18		19	20		25	18		24	19
CBZ	9	6	6		6	7		4	7		7	9		9	7
CBD	9	9	6		7	12		11	10		10	10		8	9
CBE	16	20	12		16	15		16	13		14	27		24	26
CFPR	10	11	12		11	14		13	11		21	21		12	10
CFGB									17			17		-	5

Table 6

TOTAL CBC STATIONS - AVERAGE 1/4-HOUR AUDIENCE (in thousands)															
Total	71	78	77	78*	72	68	77*	82	83	84*	64	82	-	86	78

**** Includes all CBC stations**

ST. JOHN'S

		M-F AVERAGE ½-HOUR AUDIENCE (in hundreds)									
		1969		1970		1971		1972		1973	
		MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:30-9:30 AM</u>											
	NOV.										
	26	49	44	32	48	48	41	49	52	48	54
CBN	226	184	252	137	207	199	198	230	229	259	228
CJON	69	89	191	156	124	154	197	145	152	143	177
VOCM											
<u>9:30-12:30 PM</u>											
	21	24	10	3	16	18	42	12	23	25	23
CBN	184	139	153	93	119	163	151	185	212	205	190
CJON	49	55	247	217	188	174	218	212	113	109	154
VOCM											
<u>12:30-2:30 PM</u>											
	28	36	27	11	25	23	44	19	20	23	18
CBN	151	96	160	126	132	140	136	156	121	147	162
CJON	69	58	85	99	95	137	101	137	100	75	105
VOCM											
<u>3:00-4:30 PM</u>											
	6	4	13	3	12	8	12	2	10	13	6
CBN	48	48	48	44	53	76	90	93	51	75	61
CJON	40	34	16	20	38	36	68	67	44	43	72
VOCM											
<u>4:30-6:30 PM</u>											
	25	24	34	22	22	21	24	18	32	32	27
CBN	107	84	76	75	88	77	96	90	95	84	95
CJON	52	45	33	30	44	39	81	76	71	55	70
VOCM											
<u>7:00-8:30 PM</u>											
	13	20	21	6	15	13	7	12	9	7	23
CBN	73	48	86	56	65	71	53	53	57	59	44
CJON	28	26	181	52	33	29	53	62	48	50	60
VOCM											

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

GANDER

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)											
		1969		1970		1971		1972		1973			
		MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:30-9:30 AM</u>													
	19		6	2	6	3	6	4	6	4	4	4	4
	NOT SURVEYED		6	4	13	16	6	23	19	15	16		
<u>9:30-12:30 PM</u>													
	6	8	2	-	3	1	-	2	5	1	1	1	1
	NOT SURVEYED		5	5	9	15	10	19	22	7	22		
<u>12:30-2:30 PM</u>													
	7	5	-	3	2	4	-	1	4	2	3	3	3
	NOT SURVEYED		4	5	6	12	6	7	16	7	13		
<u>3:00-4:30 PM</u>													
	1	1	-	-	1	-	-	1	3	-	1	1	1
	NOT SURVEYED		4	3	2	7	7	8	12	3	9		
<u>4:30-6:30 PM</u>													
	1	3	1	1	2	4	1	1	3	1	1	1	1
	NOT SURVEYED		2	6	3	7	5	5	12	5	7		
<u>7:00-8:30 PM</u>													
	1	1	-	1	1	2	2	1	-	1	1	1	1
	NOT SURVEYED		1	3	3	6	1	6	3	1	3		

Table 7-B

Source: BBM

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

GRAND FALLS

	M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)									
	1968		1969		1970		1971		1972	
	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	NOV.
<u>6:30-9:30 AM</u>	5	4	7	11	10	16	8	6	8	5
	88	71	59	121	67	90	63	69	48	49
	49	52	46	67	40	31	26	29	57	60
<u>9:30-12:30 PM</u>	2	2	3	7	1	1	2	3	5	1
	87	72	55	113	66	89	71	71	51	61
	45	56	37	62	41	54	31	31	50	48
<u>12:30-2:30 PM</u>	3	2	3	4	1	4	5	3	3	1
	54	52	29	68	39	57	25	37	15	26
	40	68	45	37	36	39	37	25	40	22
<u>3:00-4:30 PM</u>	-	-	1	1	-	1	2	2	3	-
	55	37	18	28	24	31	11	17	17	8
	34	28	46	15	18	26	13	10	18	8
<u>4:30-6:30 PM</u>	9	3	4	6	7	8	4	13	8	2
	61	66	29	27	27	42	17	15	14	9
	43	22	43	20	20	19	13	8	17	16
<u>7:00-8:30 PM</u>	10	3	5	1	11	11	4	2	3	2
	43	52	24	19	12	21	11	10	9	7
	32	21	22	21	16	15	11	16	9	5

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

CORNER BROOK

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)												
1968		1969		1970		1971		1972		1973		
NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	
<u>6:30-9:30 AM</u>												
35	55	54	48	35	37	39	18	25	23	28		
94	110	88	117	67	66	83	124	146	160	145		
<u>9:30-12:30 PM</u>												
26	35	26	40	15	17	20	4	8	9	23		
57	66	75	80	66	63	91	91	129	120	122		
<u>12:30-2:30 PM</u>												
25	40	28	42	15	12	17	4	12	9	27		
55	54	63	55	43	47	58	70	85	56	97		
<u>3:00-4:30 PM</u>												
12	14	5	27	6	3	12	2	8	2	9		
30	49	41	23	37	43	48	45	61	68	54		
<u>4:30-6:30 PM</u>												
29	34	38	42	23	23	34	22	15	17	27		
48	64	47	49	38	26	47	67	62	79	68		
<u>7:00-8:30 PM</u>												
18	33	16	25	18	21	14	10	8	8	11		
33	30	38	24	27	19	30	50	50	25	51		

Table 7-D

Source: BBM

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

HAPPY VALLEY

Table 7-E

M-F AVERAGE ½-HOUR AUDIENCE (In Hundreds)										
1968 NOV.	1969		1970		1971		1972		1973	
	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:30-9:00 AM</u> CFGB CHCM						34 40	- -	38 46	- -	17 38
<u>9:30-12:30 PM</u> CFGB CHCM						28 54	- -	21 37	- -	6 32
<u>12:30-2:30 PM</u> CFGB CHCM						26 30	- -	24 29	- -	7 22
<u>3:00-4:30 PM</u> CFGB CHCM						13 24	- -	9 23	- -	1 7
<u>4:30-6:30 PM</u> CFGB CHCM						22 40	- -	17 19	- -	4 7
<u>7:00-8:30 PM</u> CFGB CHCM						8 10	- -	13 10	- -	2 5

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

SYDNEY

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)												
1968		1969		1970		1971		1972		1973		
NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
6:00-9:00 AM												
CBI	10	16	15	20	18	16	21	19	18	20	20	20
CHER	40	34	46	73	112	79	86	48	47	30	30	34
CJCB	179	228	214	187	206	247	197	209	206	207	207	188
9:00-NOON												
CBI	10	20	6	11	7	13	10	17	17	15	15	14
CHER	54	68	52	84	101	60	88	71	50	36	36	38
CJCB	164	210	204	191	204	199	162	187	196	170	170	160
NOON-2:00 PM												
CBI	13	14	10	23	11	15	16	11	14	8	8	15
CHER	26	20	30	60	93	50	72	43	35	20	20	27
CJCB	147	176	165	129	140	142	109	127	174	116	116	99
2:30-4:00 PM												
CBI	7	15	3	6	5	8	9	11	11	11	11	3
CHER	16	14	23	38	66	44	47	47	30	18	18	17
CJCB	67	90	82	50	64	76	71	84	145	86	86	71
4:00-6:00 PM												
CBI	26	36	31	13	15	18	12	8	15	7	7	9
CHER	28	27	45	76	109	61	92	51	39	33	33	14
CJCB	215	232	159	119	140	139	114	116	135	121	121	85
6:30-8:00 PM												
CBI	3	21	12	2	3	4	8	2	4	11	11	12
CHER	22	27	49	63	91	50	69	42	31	31	31	8
CJCB	78	99	91	52	46	64	50	51	30	53	53	38

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA. ALL PERSONS

HALIFAX

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)													
1968		1969		1970		1971		1972		1973		1974	
NOV.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.
<u>6:00-9:00 AM</u>													
CBH	25	30	42	35	55	36	89	83	57	71	77	66	85
CFDR	103	110	124	138	100	117	118	147	154	148	146	144	132
CHNS	181	159	154	181	116	128	135	131	99	109	113	121	143
CJCH	128	177	178	162	205	226	206	150	174	173	237	173	201
<u>9:00-NOON</u>													
CBH	20	22	22	25	20	16	32	27	31	22	45	39	36
CFDR	96	100	111	96	70	73	88	81	90	120	107	70	59
CHNS	156	116	134	152	94	101	91	113	93	114	97	109	111
CJCH	105	144	114	109	146	197	179	112	166	157	162	138	131
<u>NOON-2:00 PM</u>													
CBH	27	17	27	23	17	17	31	28	38	14	25	17	29
CFDR	49	57	76	61	61	60	80	66	67	71	79	59	58
CHNS	108	77	90	85	84	66	60	61	48	66	64	67	88
CJCH	63	85	92	85	109	123	78	68	87	101	113	52	49
<u>2:30-4:00 PM</u>													
CBH	14	11	10	17	5	4	6	14	17	21	15	9	11
CFDR	40	34	40	21	31	43	37	36	39	35	52	43	26
CHNS	50	34	42	36	60	38	45	37	20	30	30	30	41
CJCH	52	76	66	57	76	88	53	46	61	85	96	52	49
<u>4:00-6:00 PM</u>													
CBH	32	14	12	15	5	8	25	21	18	9	30	21	23
CFDR	83	59	72	53	57	62	51	77	78	65	75	64	44
CHNS	89	74	69	62	62	49	43	52	43	43	45	43	71
CJCH	110	151	94	106	107	155	124	73	96	110	138	99	95
<u>6:30-8:00 PM</u>													
CBH	19	12	11	14	11	10	12	11	7	6	24	23	32
CFDR	39	24	38	29	21	24	31	46	32	32	42	25	28
CHNS	78	63	28	24	19	21	23	46	20	11	21	17	42
CJCH	87	106	98	101	99	117	90	83	78	72	97	76	68

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

SAINT JOHN

Table 7-H

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)									
		1968		1969		1970		1971		1972	
		NOV.		MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:00-9:00 AM</u>											
CBD	20	16	9	26	21	25	25	15	19		
CFBC	128	128	132	158	129	154	162	156	178		
CHSJ	120	146	148	116	144	92	94	103	56		
<u>9:00- NOON</u>											
CBD	12	12	7	14	12	7	12	14	14		
CFBC	186	183	163	169	171	168	167	137	181		
CHSJ	95	101	108	61	89	83	78	69	44		
<u>NOON- 2:00 PM</u>											
CBD	9	15	9	17	11	11	14	9	12		
CFBC	100	91	89	90	87	76	80	70	95		
CHSJ	59	83	70	50	54	67	46	41	30		
<u>2:30-4:00 PM</u>											
CBD	4	2	3	3	1	10	5	7	3		
CFBC	101	70	80	76	87	54	62	73	100		
CHSJ	37	51	28	27	43	37	23	18	20		
<u>4:00-6:00 PM</u>											
CBD	6	8	4	11	6	8	14	7	7		
CFBC	102	71	75	89	63	74	83	65	106		
CHSJ	70	96	82	70	83	54	58	38	28		
<u>6:30-8:00 PM</u>											
CBD	1	5	7	10	5	7	12	4	7		
CFBC	34	33	42	37	40	38	46	36	62		
CHSJ	45	70	44	54	30	15	23	23	14		

Source: BBM

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

FREDERICTON

	M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)									
	1968		1969		1970		1971		1972	
	NOV.	MAR.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:00-9:00 AM</u>										
CBZ	14	12	19	16	16	20	16	22	16	21
CFNB	268	248	268	229	277	242	277	282	229	194
<u>9:00-NOON</u>										
CBZ	11	14	9	9	3	10	3	11	14	8
CFNB	177	173	145	136	117	134	117	152	152	110
<u>NOON-2:00 PM</u>										
CBZ	10	7	9	10	6	6	6	12	5	6
CFNB	130	128	95	103	107	102	81	118	99	87
<u>2:30-4:00 PM</u>										
CBZ	4	3	2	4	2	3	2	4	4	4
CFNB	58	42	46	45	47	61	47	65	61	45
<u>4:00-6:00 PM</u>										
CBZ	10	6	5	5	5	10	5	10	7	7
CFNB	130	102	88	79	78	76	78	87	84	68
<u>6:30-8:00 PM</u>										
CBZ	7	2	3	4	1	5	1	8	1	5
CFNB	122	77	76	81	86	84	86	94	69	55

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

MONCTON

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)											
1968		1969		1970		1971		1972		1973	
NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.
<u>6:00-9:00 AM</u> CBA CKCW	63 170	67 211	45 160	28 174	42 167	38 187	55 188	47 190	40 230	29 156	33 198
<u>9:00-NOON</u> CBA CKCW	55 130	26 130	42 114	21 127	26 136	22 123	13 98	34 116	16 162	47 113	32 182
<u>NOON-2:00 PM</u> CBA CKCW	76 99	48 136	57 103	36 125	53 101	37 119	29 100	42 86	25 124	36 92	30 115
<u>2:30-4:00 PM</u> CBA CKCW	17 62	7 44	13 47	14 69	3 43	17 51	3 28	9 114	8 72	4 59	13 63
<u>4:00-6:00 PM</u> CBA CKCW	29 134	24 108	18 71	20 92	8 60	16 91	16 76	16 71	16 121	15 102	14 124
<u>6:30-8:00 PM</u> CBA CKCW	20 40	12 49	18 34	14 37	4 20	11 33	7 43	27 34	5 76	15 51	20 53

Source: BBM

Table 7-J

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)													
		1969			1970			1971			1972			1973	
		MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.
		1968			1969			1970			1971			1972	
		NOV.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	NOV.
6:00-9:00 AM	CBM	82	161	194	155	199	89	247	159	172	148	90	140	58	155
	CFCF	388	395	340	481	412	538	429	513	450	473	692	459	417	467
	CFMB	44	71	47	22	28	31	38	66	38	41	-	-	-	-
	CFOX	345	293	257	230	216	190	95	154	86	73	77	73	80	107
	CJAD	878	942	1036	997	1100	1073	1154	1484	1414	1195	1278	1096	1044	1133
	CKGM	217	181	131	159	108	254	229	325	306	274	382	297	346	428
9:00-NOON	CBM	61	72	114	85	121	53	225	133	103	145	64	98	88	158
	CFCF	174	287	205	297	203	259	310	329	294	297	332	226	225	282
	CFMB	94	82	28	56	66	46	34	46	82	54	-	-	-	-
	CFOX	193	148	117	102	50	95	85	94	108	111	77	106	130	128
	CJAD	469	469	589	353	342	524	575	900	491	436	495	495	534	500
	CKGM	242	403	266	200	194	115	151	255	207	145	161	179	204	319
NOON-2:00 PM	CBM	46	66	125	65	113	46	97	105	110	129	98	78	80	111
	CFCF	170	244	161	232	162	218	159	186	203	207	190	168	145	142
	CFMB	113	84	36	61	54	59	34	34	88	44	-	-	-	-
	CFOX	254	155	160	93	111	65	76	78	66	40	54	41	68	24
	CJAD	312	357	418	258	221	361	423	702	416	370	386	374	342	342
	CKGM	96	159	104	109	64	141	232	195	159	121	144	138	196	254
2:30-4:00 PM	CBM	33	21	37	24	15	10	42	30	27	53	49	22	18	32
	CFCF	65	136	102	173	62	134	79	146	79	80	208	111	87	71
	CFMB	75	77	32	47	48	49	45	30	82	45	-	-	-	-
	CFOX	209	137	143	127	95	61	48	92	38	46	46	51	68	34
	CJAD	121	114	184	134	112	165	203	526	248	181	163	208	204	196
	CKGM	50	79	59	63	44	135	209	218	182	123	125	177	239	295
4:00-6:00 PM	CBM	41	59	84	38	56	34	76	72	72	78	47	58	34	66
	CFCF	147	189	195	313	142	191	156	219	204	189	306	208	199	183
	CFMB	54	82	35	47	42	71	26	57	48	27	-	-	-	-
	CFOX	335	289	253	168	187	109	74	89	111	91	80	71	80	35
	CJAD	472	328	586	460	479	338	453	790	546	493	462	513	437	497
	CKGM	195	334	78	63	101	288	323	250	298	274	372	292	337	397
6:30-8:00 PM	CBM	33	43	104	43	45	33	70	57	77	53	31	64	67	53
	CFCF	91	140	111	148	87	118	190	142	92	125	180	110	96	126
	CFMB	74	64	75	21	53	44	12	123	42	4	-	-	-	-
	CFOX	361	432	264	209	243	115	79	89	31	74	62	54	51	42
	CJAD	355	293	388	394	350	244	313	452	373	358	367	279	308	305
	CKGM	42	62	42	48	68	400	318	319	239	325	394	318	342	398

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)													
		1969			1970			1971			1972			1973	
		MAR.	NOV.		JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	NOV.
		1968												JAN.	NOV.
		NOV.													
6:00-9:00 AM	CBO	82	116	102	142	106	70	56	107	134	113	202	124	146	153
	CFRA	507	565	649	576	610	669	582	797	665	630	725	721	622	642
	CKOY	232	197	231	175	157	185	122	210	259	237	339	197	190	158
	CFGO	75	57	98	74	97	53	67	70	62	33	34	59	73*	56*
9:00-NOON	CBO	55	102	52	80	59	39	32	70	82	81	93	78	73	145
	CFRA	267	292	258	269	213	297	226	345	397	261	267	292	285	338
	CKOY	189	128	186	169	136	138	164	137	179	139	223	191	138	87
	CFGO	111	87	55	59	70	42	28	54	36	29	9	40	52*	97*
NOON-2:00 PM	CBO	48	50	59	53	43	35	46	41	47	63	83	41	52	86
	CFRA	289	332	357	317	269	375	302	407	390	366	299	348	311	389
	CKOY	115	128	121	125	88	113	120	80	160	122	190	149	73	52
	CFGO	37	38	32	27	44	13	18	48	17	17	11	41	80*	97*
2:30-4:00 PM	CBO	22	35	22	31	8	30	12	12	24	33	45	16	16	30
	CFRA	108	130	118	91	107	177	122	164	231	172	143	170	151	142
	CKOY	93	92	114	87	77	88	103	53	77	47	93	93	42	29
	CFGO	25	19	39	23	22	11	17	33	10	15	20	44	82*	112*
4:00-6:00 PM	CBO	36	42	40	38	24	43	48	50	94	60	86	52	60	56
	CFRA	222	231	244	184	241	269	191	324	432	265	248	262	259	224
	CKOY	124	132	151	121	68	117	133	124	124	84	140	127	85	63
	CFGO	29	32	72	26	30	30	26	65	37	25	26	65	100*	131*
6:30-8:00 PM	CBO	18	18	12	25	12	23	18	30	29	30	42	27	45	67
	CFRA	244	155	170	193	226	210	152	189	166	201	177	165	147	133
	CKOY	48	166	68	51	42	56	83	93	104	50	41	50	21	28
	CFGO	43	18	38	23	17	31	27	14	31	14	7	82	71*	74*

TORONTO

Table 7-M

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)																
	1968		1969		1970		1971		1972		1973		1974			
	NOV.	MAR.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.
6:00-9:00 AM																
CBL	435	458	529	433	474	478	463	442	504	462	307	431	462	412	418	
CFGM	101	284	418	185	267	347	336	294	288	312	362	302	441	285	352	
CFRB	2442	2154	2528	2391	2337	2748	2565	2826	2528	2596	2550	2489	2369	2428	2310	
CHFI/CFTR	263	207	330	234	303	295	204	388	330	256	218	425	329	303	350	
CHUM	864	966	1234	1121	977	1167	940	1186	1268	1183	1191	1204	912	1145	1163	
CKEY	553	494	486	418	473	627	627	640	794	585	642	804	726	678	983	
CKFH	200	171	155	96	91	118	115	144	78	140	187	72	76	56	74	
9:00-NOON																
CBL	214	378	320	287	279	224	263	220	305	375	214	340	327	316	265	
CFGM	78	308	444	267	269	409	329	350	366	274	347	298	293	246	212	
CFRB	1708	1655	1550	1791	1601	1760	1632	1619	1520	1764	1539	1546	1450	1433	1208	
CHFI*	101	235	209	269	232	229	172	202	187	195	175	150	157	212	177	
CHUM	360	641	496	686	569	514	537	529	714	719	832	877	786	955	940	
CKEY	266	300	189	302	189	317	267	363	545	142	330	359	523	304	349	
CKFH	82	79	118	83	52	79	82	108	36	102	147	33	34	59	34	
NOON-2:00 PM																
CBL	243	333	246	255	224	287	555	341	390	449	240	347	307	313	218	
CFGM	59	267	336	193	215	292	224	234	291	238	252	213	206	207	215	
CFRB	1137	1124	1114	1268	1034	1340	1125	1117	113	1119	955	1154	1147	1104	914	
CHFI*	123	222	173	208	169	186	118	140	170	142	178	138	152	231	157	
CHUM	271	493	396	388	306	371	440	320	432	344	395	416	417	428	354	
CKEY	259	263	184	193	108	272	213	333	454	136	243	275	366	291	306	
CKFH	80	91	75	87	40	55	32	65	21	70	79	27	18	54	38	
2:30-4:00 PM																
CBL	103	116	87	157	108	109	221	152	180	227	141	171	168	135	121	
CFGM	47	228	341	157	208	207	207	217	280	175	213	188	177	175	200	
CFRB	629	732	633	699	640	858	730	642	632	670	543	710	673	741	616	
CHFI*	92	230	210	204	140	180	75	146	140	93	141	193	212	252	154	
CHUM	300	441	355	372	311	328	411	389	392	373	399	450	405	363	274	
CKEY	228	221	169	190	103	170	147	276	347	66	201	262	222	240	280	
CKFH	83	99	108	93	45	74	33	73	45	84	72	41	18	67	30	

* Now CFTR

Continued...

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

TORONTO

Continued

	M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)															
	1968		1969		1970		1971		1972		1973		1974			
	NOV.	MAR.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.
4:00-6:00 PM																
CBL	136	218	191		226	178	234	299	233	283	316	125	200	222	188	211
CFGM	97	315	423		265	252	296	226	282	322	269	268	330	278	214	271
CFRB	1605	1573	1529		1712	1599	1901	1651	1829	1652	1719	1484	1692	1633	1526	1504
CHFI*	176	282	269		202	232	238	172	252	346	170	299	344	349	365	344
CHUM	723	832	818		672	663	740	668	744	872	680	693	799	599	656	546
CKEY	454	370	321		286	283	348	380	494	651	277	344	506	456	401	573
CKFH	191	158	227		164	84	100	139	127	74	127	147	60	67	49	67
6:30-8:00 PM																
CBL	116	144	132		124	84	112	195	158	111	142	60	204	155	187	241
CFGM	46	131	180		98	115	109	123	99	118	84	156	151	114	115	116
CFRB	1149	1023	889		937	824	1337	1034	957	826	986	863	954	984	945	834
CHFI*	268	225	169		104	250	166	123	172	241	373	120	232	228	248	262
CHUM	636	660	621		480	544	752	556	585	695	527	550	453	427	493	468
CKEY	288	201	311		174	225	186	241	257	300	108	142	229	200	168	300
CKFH	172	194	141		110	80	57	181	97	78	104	89	81	48	62	28

* Now CFTR

Source: BBM

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME
PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

WINDSOR

Table 7-0

	M-F AVERAGE ½-HOUR AUDIENCE (In Hundreds)												
	1968			1969		1970		1971		1972		1973	
	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.
<u>6:00-9:00 AM</u>													
CBE	25	42	38	32	40	37	41					45	51
CKLW	184	165	198	183	192	220	201					160	158
CKWW	201	147	214	183	194	202	202					175	242
<u>9:00-NOON</u>													
CBE	12	19	15	21	17	25	6					29	44
CKLW	127	158	79	99	94	65	103					77	79
CKWW	150	84	131	115	123	140	128					88	126
<u>NOON-2:00 PM</u>													
CBE	21	41	14	24	24	34	19					41	46
CKLW	83	144	80	64	76	86	116					65	69
CKWW	48	36	102	45	91	78	88					48	73
<u>2:30-4:00 PM</u>													
CBE	11	23	10	9	15	16	9					19	14
CKLW	139	129	97	68	107	85	127					91	87
CKWW	16	27	52	21	53	54	58					26	76
<u>4:00-6:00 PM</u>													
CBE	32	25	9	17	13	24	12					30	24
CKLW	184	219	194	168	242	189	196					123	131
CKWW	14	44	79	53	73	94	92					56	81
<u>6:30-8:00 PM</u>													
CBE	19	4	3	8	5	5	3					20	28
CKLW	165	189	191	156	187	154	148					78	120
CKWW	12	23	51	23	32	39	78					23	19

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

WINNIPEG

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)											
		1968		1969		1970		1971		1972		1973	
		NOV.		MAR.	NOV.	JAN.	MAR.	JAN.	NOV.	JAN.	MAR.	JAN.	NOV.
6:00-9:00 AM	CBW	112	124	149	241	164	195	209	258	154	203	169	259
	CFRW	43	42	31	174	147	133	110	100	124	131	118	116
	CJOB	364	350	402	408	399	436	458	528	453	663	588	593
	CKRC	369	446	516	359	319	255	289	303	290	271	242	242
	CKY	418	480	348	281	381	224	217	266	241	187	137	160
9:00-NOON	CBW	71	99	70	122	75	87	138	126	97	97	84	125
	CFRW	57	51	46	104	82	69	46	32	75	81	53	64
	CJOB	323	323	301	400	357	387	488	485	475	682	722	582
	CKRC	178	268	225	137	176	154	147	162	191	120	131	87
	CKY	520	602	382	353	506	202	170	267	221	142	73	129
NOON-2:00 PM	CBW	113	110	110	174	115	105	120	156	94	121	82	147
	CFRW	33	38	42	131	89	112	81	80	97	90	117	114
	CJOB	196	237	153	195	175	207	198	225	239	326	323	297
	CKRC	204	187	161	125	102	128	82	125	164	92	118	60
	CKY	275	304	240	202	278	157	145	161	181	119	63	106
2:30-4:00 PM	CBW	26	19	27	27	44	28	40	30	27	21	34	28
	CFRW	37	31	30	120	79	79	46	43	90	59	78	56
	CJOB	115	80	67	74	109	92	118	163	147	162	171	129
	CKRC	100	90	100	60	42	69	43	92	133	69	76	46
	CKY	197	169	141	87	159	102	102	129	100	96	33	63

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

WINNIPEG

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)											
	1968 NOV.	1969		1970		1971		1972		1973		1974	
		MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	JAN.	MAR.
<u>4:00-6:00 PM</u> CBW CFRW CJOB CKRC CKY	54	73	71	86	74	40	71	100	59	60	49	58	124
	36	26	43	194	136	125	112	84	117	100	120	121	112
	160	146	134	123	156	168	202	234	230	257	204	219	178
	243	242	246	110	116	127	109	159	179	138	97	124	103
	172	128	146	128	145	98	111	119	156	98	85	63	116
<u>6:30-8:00 PM</u> CBW CFRW CJOB CKRC CKY	26	45	27	80	36	40	29	32	45	23	25	38	60
	14	7	32	113	121	114	104	92	96	87	99	95	97
	69	82	65	59	60	74	113	91	113	110	98	70	82
	188	197	178	71	73	96	62	96	195	121	101	68	78
	86	84	84	80	53	67	75	82	62	50	54	37	48

REGINA

TABLE 1-4

Source: BBM

CALGARY

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)													
1968		1969		1970		1971		1972		1973		1974	
NOV.		MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	JAN.	NOV.
6:00-9:00 AM													
55	52	55	48	51	76	47	62	55	61	57	64	66	67
189	208	161	190	191	154	217	242	337	277	392	343	287	408
208	305	283	320	299	314	332	320	274	287	244	242	208*	233
127	197	177	154	182	203	186	173	176	210	216	202	227	233
214	205	251	222	184	196	188	239	205	204	226	207	198	224
9:00-NOON													
29	35	27	27	36	50	18	38	34	26	32	53	29	42
145	210	133	147	229	102	148	160	355	202	327	263	208	343
138	228	211	311	197	238	273	280	250	262	224	265	272	183
103	144	151	105	152	114	176	154	173	122	157	142	155	292
120	79	150	112	104	101	81	95	80	83	118	96	113	138
NOON-2:00 PM													
26	22	20	33	31	34	38	35	40	34	53	37	33	66
66	112	89	107	121	91	145	152	209	159	224	199	147	261
129	184	191	230	167	193	220	183	155	147	138	155	131	78
78	119	120	86	126	99	151	142	93	68	146	110	150	251
101	70	108	115	94	74	79	108	63	63	102	111	102	91
2:30-4:00 PM													
19	15	26	23	12	25	15	11	21	11	20	31	11	21
32	38	36	86	58	46	86	113	170	114	164	110	123	200
70	92	103	86	105	97	74	69	75	69	43	53	21	40
42	81	89	66	88	43	108	115	67	51	105	68	117	212
75	76	108	86	71	69	58	96	87	62	89	120	68	106

Table 7-8

(Continued)

* CFEN - Monday, March 12 - off air 6:46-7:33 a.m.

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME
PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

CALGARY

(Continued)

		M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)											
	1968	1969		1970		1971		1972		1973		1974	
	NOV.	JAN.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.
<u>4:00-6:00 PM</u>													
CBR	16	17	20	17	28	31	15	30	14	26	22	27	21
CFAC	65	70	57	106	75	142	115	126	147	165	150	193	203
CFCN	114	170	150	157	131	135	111	139	129	121	112	61	75
CHQR	92	133	121	104	100	103	137	155	69	115	96	148	110
CKXL	163	151	206	137	148	146	141	164	140	86	87	114	123
<u>6:30-8:00 PM</u>													
CBR	16	14	22	17	20	24	14	18	15	19	12	26	28
CFAC	47	26	37	52	28	71	71	58	124	84	65	98	130
CFCN	40	70	76	82	53	59	58	45	70	65	40	34	39
CHQR	64	87	69	58	51	93	86	73	58	66	107	84	90
CKXL	128	123	147	103	136	123	101	118	77	55	73	125	92

Source: BBM

EDMONTON

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)

	1968		1969		1970		1971		1972		1973		1974	
	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	JAN.	MAR.	JAN.	MAR.	JAN.	NOV.
6:00-9:00 AM	89	119	114	92	64	58	80	82	86	84	66	86	78	92
	270	330	333	308	310	276	251	292	310	337	357	272	243	182
	401	415	394	341	375	359	338	416	379	378	389	425	407	428
	57	79	121	119	122	112	113	105	119	135	120	103	104	120
	222	298	402	366	408	362	466	366	481	411	446	460	379	316
	24	40	32	39	29	12	23	36	16	26	32	33	13	14
9:00-NOON	46	59	60	54	39	53	44	31	51	43	28	48	67	50
	229	224	247	197	202	191	179	141	179	216	194	168	282	157
	240	233	186	218	208	260	191	199	217	185	145	207	224	179
	66	90	110	147	122	116	85	129	106	96	137	124	91	104
	178	225	251	292	314	325	347	303	342	383	355	328	254	218
	18	16	19	24	16	18	18	7	25	33	23	22	16	15
NOON-2:00 PM	75	54	75	54	63	69	59	38	64	66	65	66	84	79
	157	124	106	113	109	108	106	121	110	117	118	137	120	51
	189	145	125	162	140	195	154	136	170	128	90	173	146	150
	60	82	86	87	92	74	51	95	83	53	93	109	67	63
	87	122	140	132	151	185	146	140	185	172	170	141	126	97
	11	14	21	18	15	14	14	11	15	15	22	20	15	9
2:30-4:00 PM	20	16	25	22	20	17	13	16	25	25	18	12	29	26
	73	41	68	56	37	44	31	55	63	75	53	54	64	32
	163	179	127	198	142	210	209	145	165	132	133	184	169	196
	46	65	73	63	70	62	51	78	57	63	77	107	84	61
	40	29	79	59	94	107	67	63	111	104	87	88	58	71
	6	9	15	14	9	6	6	8	5	13	16	19	10	14

* CFRN Reduced power Mar. 7, 2:53-3:38 pm.
" " Mar. 17, 9:25-10:40 am.

(Continued)...

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME
PERIOD, NOVEMBER 1968 - NOVEMBER, 1973, FULL COVERAGE AREA, ALL PERSONS

EDMONTON

(Continued)

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)														
	1968	1969		1970		1971		1972		1973		1974		
	NOV.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	NOV.
4:00-6:00 PM														
CBX	26	41	64	39	44	34	15	33	30	36	38	28	52	39
CFRN	130	87	157	100	110	72	69	90	141	136	101	103	86	82
CHED	323	358	314	320	287	328	322	306	272	224	288	345	299	318
CHQT	75	87	114	133	103	75	75	103	93	91	91	124	83	160
CJCA	73	70	139	167	154	145	146	105	161	157	168	146	117	96
CKUA	24	22	26	20	25	16	26	36	15	29	26	27	14	11
6:30-8:00 PM														
CBX	21	25	27	33	33	21	12	18	34	28	27	42	46	40
CFRN	77	56	63	72	60	90	48	73	76	72	53	51	48	56
CHED	260	269	222	201	245	181	210	184	171	170	189	214	151	162
CHQT	36	69	54	71	53	68	55	69	34	51	63	51	33	99
CJCA	57	37	87	87	130	76	84	72	85	63	76	94	69	54
CKUA	24	37	26	29	23	12	9	19	18	19	29	22	8	11

Table 7-V

Source: BEM

VANCOUVER

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)

	1968		1969		1970		1971		1972		1973		1974			
	NOV.	MAR.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.	JAN.	MAR.	NOV.
6:00-9:00 AM																
CBU	270	258	290	177	243	236	256	288	272	185	261	265	265	232	254	
CHQM	99	218	219	205	218	202	209	191	242	192	208	198	179	181	207	
CJOR	194	164	234	207	268	174	226	258	135	221	170	298	207	330	362	
CKLG	386	368	410	354	353	300	310	326	236	292	280	269	299	213	328	
CKNW	500	682	669	533	619	740	776	681	561	637	664	746	618	707	652	
CKVN/CFUN	41	39	43	25	55	74	79	88	99	88	61	85	182	263	171	
CKWX	385	286	264	336	313	304	397	376	287	315	383	363	259	288	297	
9:00-NOON																
CBU	166	107	140	123	138	148	123	109	151	129	128	156	133	107	143	
CHQM	104	208	159	136	195	211	185	166	235	146	111	113	80	112	163	
CJOR	131	63	239	230	294	171	151	223	138	175	175	415	225	296	367	
CKLG	216	168	163	137	155	220	227	160	146	136	139	183	97	122	196	
CKNW	570	638	578	477	545	596	675	523	471	507	541	485	605	598	490	
CKVN/CFUN	64	24	18	25	12	32	50	56	64	59	51	94	81	125	125	
CKWX	313	284	195	265	228	317	350	332	266	312	321	282	275	235	243	
NOON-2:00 PM																
CBU	101	90	92	79	91	92	94	94	101	97	104	127	101	70	97	
CHQM	125	199	169	100	196	178	179	136	238	162	113	97	99	130	130	
CJOR	65	29	119	122	99	76	100	60	52	108	92	157	90	129	258	
CKLG	282	171	213	156	165	262	242	223	132	134	149	195	126	102	155	
CKNW	202	346	339	213	249	356	270	298	235	279	244	306	290	323	300	
CKVN/CFUN	59	18	11	5	20	63	53	59	79	71	53	64	86	129	95	
CKWX	207	212	118	192	179	268	315	256	226	225	228	298	252	269	155	
2:30-4:00 PM																
CBU	65	56	38	25	49	64	79	50	89	61	75	61	89	55	64	
CHQM	89	147	89	66	125	155	108	133	185	91	81	82	62	113	148	
CJOR	46	33	83	76	74	64	70	71	31	90	73	135	121	137	253	
CKLG	239	227	216	188	178	205	212	210	183	166	165	185	131	152	147	
CKNW	134	173	168	90	161	189	114	166	161	166	159	196	222	175	201	
CKVN/CFUN	52	8	12	3	33	45	59	51	69	84	62	67	125	147	114	
CKWX	126	60	59	131	95	163	171	135	149	136	91	217	167	147	75	

(Continued)...

VANCOUVER

M-F AVERAGE 1/4-HOUR AUDIENCE (In Hundreds)

Source: BBM

Source: BBM

AUDIENCE TO CBC AND OTHER AM RADIO STATIONS IN VARIOUS AREAS BY TIME
PERIOD, NOVEMBER 1968 - NOVEMBER 1973, FULL COVERAGE AREA, ALL PERSONS

PRINCE RUPERT

M-F AVERAGE ½-HOUR AUDIENCE (In Hundreds)												
1968		1969		1970		1971		1972		1973		
NOV.		MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	MAR.	NOV.	
19	46	29	27	31	33	32	23	20	22	29	32	
		46	18	17	20	38	20	35	27	22	18	
13	62	12	19	9	16	12	12	11	12	21	16	
		45	18	15	28	17	14	24	21	18	20	
15	61	9	11	11	17	21	14	8	8	20	10	
		45	13	12	17	10	17	20	17	23	11	
9	31	8	5	4	5	5	3	6	6	8	6	
		19	5	11	5	5	7	5	7	10	6	
19	52	17	19	15	22	15	21	7	12	10	8	
		42	14	19	14	18	13	15	13	11	6	
7	17	13	10	-	8	9	9	2	6	8	4	
		22	5	-	7	12	7	7	7	9	5	

Source: BBM



3 1761 11550654 5